

WDAF - TV - Issue Ad Public File Checklist

1. CROSSROADS GPS
Name of Sponsoring Organization

2. Accepted: Rejected: (mark one)

3. Class of Time: ESS 16
8/8 - 8/21

4. Flight dates and times
11/11/2016

5. GEN ORDER
Rate charged

6. US SENATE Description of Issue

7. 1404 New York Ave. NW Washington DC 20004 Address of Sponsoring Organization

7. 703-989-6167 Telephone Number of Sponsoring Organization Email Address

8. Sponsor's Officers/Directors/Executive Committee
Mark L. Canning PTPS
Mark Canning TIES

9. Description of substantiation provided (if any)

10. Proper Sponsorship Identification: Yes No

Name _____

Date



WDAF-TV

ORDER

Print Date 08/07/12 Page 1 of 8

Flight Dates 08/08/12-08/14/12

<u>Contract / Revision</u>	<u>566592</u>	<u>/</u>	<u>Product</u>	<u>Order Sep</u>	00:15:00
			<u>Crossroads GPS</u>	<u>Estimate #</u>	886
			<u>Agency Com</u> 15%	<u>Alt Order #</u>	09784592
			<u>Billing Contact</u>	<u>Billing Type</u>	Cash
			<u>Advertiser</u> Crossroads GPS	<u>Order Type</u>	GENERAL
			<u>66 Canal Center Plaza</u>	<u>Billing Cycle</u>	EOM/EOC
			<u>Suite 555</u>	<u>Billing Calendar</u>	BROADCAST
			<u>Alexandria, VA 22314</u>	<u>Demographic</u>	A35+
<u>Agency</u>	<u>Crossroads Media, LLC.</u>		<u>Rev Codes</u>	SP-POL PLI	POL
<u>Buying Contact</u>			<u>Sales Office</u>	DC-M	<u>Product Codes</u> PL2A
			<u>Sales Region</u>	NAT	<u>Priority</u> 1
			<u>Agency Ref</u>	<u>Advertiser Ref</u>	

Primary Account Executive

Dan Driscoll

<u>Account Executive</u>	<u>Order%</u>	<u>Start Date</u>	<u>End Date</u>
Dan Driscoll	100%		

Order Share 22% Market Value 143750

<u>Competing Station</u>	<u>% of Order</u>	<u>Amount</u>
KCPT	%	0
KCTV	24%	34500
KCWE	%	0
KMBC	22%	31625
KMCI	%	0
KPXE	%	0
KSHB	32%	46000
KSMO	%	0

Order Totals

<u>Month</u>	<u># of Spots</u>	<u>Net Amount</u>	<u>Gross Amount</u>	<u>Rating</u>	<u>Start Date</u>	<u>End Date</u>	<u># Spots</u>	<u>Net Amount</u>	<u>Gross Amount</u>
August 2012	71	\$26,881.25	\$31,625.00	0.00	07/30/12	08/14/12	71	\$26,881.25	\$31,625.00
Totals	71	\$26,881.25	\$31,625.00	0.00					

Billing Plan

<u>Totals</u>	<u>Ln</u>	<u>Ch</u>	<u>Start</u>	<u>End</u>	<u>Inventory Code</u>	<u>Break</u>	<u>Start/End Time</u>	<u>Days</u>	<u>Len</u>	<u>Spots</u>	<u>Rate</u>	<u>Pri</u>	<u>Rtg</u>	<u>Type</u>	<u>Spots</u>	<u>Amount</u>												
	E 1	4	08/08/12	08/08/12	M-F 5-530a M-F 5-530a	CM-All	5-530a	--W---	:30	1	\$250.00	2	0.00	NM	1	\$250.00												
	FOX 4 NEWS AT 5A																											
	<table> <thead> <tr> <th><u>Start Date</u></th> <th><u>End Date</u></th> <th><u>Weekdays</u></th> <th><u>Spots/Week</u></th> <th><u>Rate</u></th> <th><u>Rating</u></th> </tr> </thead> <tbody> <tr> <td>Week: 08/06/12</td> <td>08/12/12</td> <td>--W---</td> <td>1</td> <td>\$250.00</td> <td>0.00</td> </tr> </tbody> </table>															<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>	Week: 08/06/12	08/12/12	--W---	1	\$250.00	0.00	
<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>																							
Week: 08/06/12	08/12/12	--W---	1	\$250.00	0.00																							
	E 2	4	08/09/12	08/09/12	M-F 5-530a M-F 5-530a	CM-All	5-530a	---T---	:30	1	\$250.00	2	0.00	NM	1	\$250.00												
	FOX 4 NEWS AT 5A																											
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<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>																							
Week: 08/06/12	08/12/12	---T---	1	\$250.00	0.00																							
	E 3	4	08/10/12	08/10/12	M-F 5-530a M-F 5-530a	CM-All	5-530a	----F--	:30	1	\$250.00	2	0.00	NM	1	\$250.00												
	FOX 4 NEWS AT 5A																											
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<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>																							
Week: 08/06/12	08/12/12	----F--	1	\$250.00	0.00																							



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Contract / Revision 566592 Flight Dates 08/08/12-08/14/12 Hiatus Dates

Original Date / Revision 08/07/12 / 08/07/12 Order Sep 00:15:00

Advertiser **Crossroads GPS** Product **Crossroads GPS** Estimate # **886**



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Product Crossroads GPS

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Original Date / Revision		08/07/12 / 08/07/12				Order Sep 00:15:00		
Advertiser		Crossroads GPS	Product Crossroads GPS			Estimate # 886		
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Totals
								Spots Amount
E 44	4	08/09/12	08/09/12	M-F 6-630p M-F 6-630p	CM-All	6-630p	---T---	:30 1 \$600.00 2 0.00 NM 1 \$600.00
FOX 4 NEWS AT 6P								
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>
Week:	08/06/12	08/12/12	---	T---		1	\$600.00	0.00
E 45	4	08/10/12	08/10/12	M-F 6-630p M-F 6-630p	CM-All	6-630p	----F--	:30 1 \$600.00 2 0.00 NM 1 \$600.00
FOX 4 NEWS AT 6P								
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>
Week:	08/06/12	08/12/12	---	F--		1	\$600.00	0.00
E 46	4	08/13/12	08/13/12	M-F 6-630p M-F 6-630p	CM-All	6-630p	M-----	:30 1 \$600.00 2 0.00 NM 1 \$600.00
FOX 4 NEWS AT 6P								
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>
Week:	08/13/12	08/19/12	---	M-----		1	\$600.00	0.00
E 47	4	08/14/12	08/14/12	M-F 6-630p M-F 6-630p	CM-All	6-630p	-T-----	:30 1 \$600.00 2 0.00 NM 1 \$600.00
FOX 4 NEWS AT 6P								
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>
Week:	08/13/12	08/19/12	---	T-----		1	\$600.00	0.00
E 48	4	08/08/12	08/08/12	M-F 630-7p M-F 630-7p	CM-All	630-7p	--W----	:30 1 \$450.00 2 0.00 NM 1 \$450.00
ACCESS HOLLYWOOD								
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>
Week:	08/06/12	08/12/12	---	W----		1	\$450.00	0.00
E 49	4	08/09/12	08/09/12	M-F 630-7p M-F 630-7p	CM-All	630-7p	---T---	:30 1 \$450.00 2 0.00 NM 1 \$450.00
ACCESS HOLLYWOOD								
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>
Week:	08/06/12	08/12/12	---	T---		1	\$450.00	0.00
E 50	4	08/10/12	08/10/12	M-F 630-7p M-F 630-7p	CM-All	630-7p (6:30 PM-7:00 PM)	----F--	:30 1 \$450.00 2 0.00 NM 1 \$450.00
ACCESS HOLLYWOOD								
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>
Week:	08/06/12	08/12/12	---	F--		1	\$450.00	0.00
E 51	4	08/13/12	08/13/12	M-F 630-7p M-F 630-7p	CM-All	630-7p	M-----	:30 1 \$450.00 2 0.00 NM 1 \$450.00
ACCESS HOLLYWOOD								
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>
Week:	08/13/12	08/19/12	---	M-----		1	\$450.00	0.00
E 52	4	08/14/12	08/14/12	M-F 630-7p M-F 630-7p	CM-All	630-7p	-T-----	:30 1 \$450.00 2 0.00 NM 1 \$450.00
ACCESS HOLLYWOOD								
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>
Week:	08/13/12	08/19/12	---	T-----		1	\$450.00	0.00
E 53	4	08/08/12	08/08/12	M-F 9-10p 9-930p	CM-All	9-930p (9:00 PM-9:30 PM)	--W----	:30 1 \$750.00 2 0.00 NM 1 \$750.00
FOX 4 NEWS								
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>
Week:	08/06/12	08/12/12	---	W----		1	\$750.00	0.00
E 54	4	08/09/12	08/09/12	M-F 9-10p 9-930p	CM-All	9-930p (9:00 PM-9:30 PM)	---T---	:30 1 \$750.00 2 0.00 NM 1 \$750.00
FOX 4 NEWS								
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>
Week:	08/06/12	08/12/12	---	W----		1	\$750.00	0.00



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Order Sep 00:15:00

Advertiser Crossroads GPS

Product Crossroads GPS

Estimate # 886

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	<u>Totals</u>		
													Type	Spots	Amount
E 64	4	08/08/12	08/08/12	M-F 1030-1102p	CM-All	1030-1102p	--W---	:30	1	\$375.00	2	0.00	NM	1	\$375.00
FOX 4 NEWS AT 1030P M-F FOX 4 NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>						<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week: 08/06/12 08/12/12 --W---															
E 65	4	08/09/12	08/09/12	M-F 1030-1102p	CM-All	1030-1102p	---T---	:30	1	\$375.00	2	0.00	NM	1	\$375.00
FOX 4 NEWS AT 1030P M-F FOX 4 NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>						<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week: 08/06/12 08/12/12 ---T---															
E 66	4	08/10/12	08/10/12	M-F 1030-1102p	CM-All	1030-1102p	----F--	:30	1	\$375.00	2	0.00	NM	1	\$375.00
FOX 4 NEWS AT 1030P M-F FOX 4 NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>						<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week: 08/06/12 08/12/12 ----F--															
E 67	4	08/13/12	08/13/12	M-F 1030-1102p	CM-All	1030-1102p	M-----	:30	1	\$375.00	2	0.00	NM	1	\$375.00
FOX 4 NEWS AT 1030P M-F FOX 4 NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>						<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week: 08/13/12 08/19/12 M-----															
E 68	4	08/14/12	08/14/12	M-F 1030-1102p	CM-All	1030-1102p	-T-----	:30	1	\$375.00	2	0.00	NM	1	\$375.00
FOX 4 NEWS AT 1030P M-F FOX 4 NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>						<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week: 08/13/12 08/19/12 -T-----															
E 69	4	08/11/12	08/11/12	Sa 7-9a	CM-All	8-9a	-----S-	:30	1	\$375.00	1	0.00	NM	1	\$375.00
FOX 4 NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>						<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week: 08/06/12 08/12/12 -----S-															
E 70	4	08/11/12	08/11/12	Sa 9-10p	CM-All	9-930p	-----S-	:30	1	\$450.00	2	0.00	NM	1	\$450.00
FOX 4 NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>						<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week: 08/06/12 08/12/12 -----S-															
E 71	4	08/12/12	08/12/12	FOX News Sunday	CM-All	9a-10a	-----S	:30	1	\$150.00	2	0.00	NM	1	\$150.00
FOX NEWS SUNDAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>						<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week: 08/06/12 08/12/12 -----S															
												Totals		71 \$31,625.00	